# Parliament 1997 Offensive Mailings

## Audience Selection & Segmentation
## 1997 June Offensive & Menthol Mailings

April 11, 1997

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Database Marketing



Source: https://www.industrydocuments.ucsf.edu/docs/xjdm0004

# Parliament's Audience Universes

- **Parliament delivers 3 separate types of mailings to 4 distinct audience universes as follows:**

## Defensive Mailing Universes

- All Smokers on Database, Parliament = Regular Brand Reported
- Competitive Previous Responders to Coupon and/or Continuity *

## Offensive ("Blue") & Menthol ("Green") Mailing Universes

- **Competitive Smokers with Reported Parliament Interest**
  - Consideration Set/Share of Purchase mentions
  - Parliament reported as Previous Brand
  - Party Zone Only responders
- **Other Competitive Smokers with potential interest** (Kings/100s;Light/Ultra)

Note*: Menthol responders being included in June "Blue" & "Green" mailings. Thereafter will be included in new creative version of Defensive mailings



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# Proposed Audience Segmentation

## Offensive Program ("Blue")

### Report Parliament Interest

| New To Database or Recently Report Switching Brand | Remaining Smokers |
|---|---|
| All Deciles | Deciles 1-5 |

### Other Compet., Florida Mkts.

| New To Database or Recently Report Switching Brand | Remaining Smokers |
|---|---|
| Deciles 1-5 | Deciles 1-2 |

### Other Compet., Region 1

| New To Database or Recently Report Switching Brand | Remaining Smokers |
|---|---|
| Deciles 1-5 | Deciles 1-3 |

### Other Compet., Other Key Mkts.

| New To Database or Recently Report Switching Brand | Remaining Smokers |
|---|---|
| Deciles 1-3 | Decile 1 |

## Menthol Program ("Green")

### Compet. Previous Responders*

| Non-PM Competitive | PM Smokers (Gift Respdrs) |
|---|---|
| 0-24 Months All Deciles | 0-12 Months All Deciles |

### Report Parliament Interest

| New To Database or Recently Report Switching Brand | Remaining Smokers |
|---|---|
| All Deciles | Deciles 1-5 |

### Other Compet., Region 1

| New To Database or Recently Report Switching Brand | Remaining Smokers |
|---|---|
| All Deciles | Deciles 1-5 |

Note*: These smokers will be included in future Defensive mailings



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# Summary, Recommended "Blue" Audience

| | Region 1 | Florida | Other Key Markets | Total |
|---|---|---|---|---|
| **Smokers with Reported Interest*** | | | | **50,716** |
| • New/Recently Switched | | n/a | | 16,611 |
| • Other "Remaining" Smokers | | | | 34,105 |
| **Other Competitive Smokers** | **52,828** | **10,485** | **24,793** | **88,106** |
| • New/Recently Switched | 25,767 | 6,631 | 17,509 | 49,907 |
| • Other "Remaining" Smokers | 27,061 | 3,854 | 7,284 | 38,199 |
| **Total Mailing** | **-** | **-** | **-** | **138,822** |

Note* : Interest = Consideration Set/Previous Brand mentions or Party Zone-Only response



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# Coupon Scoring, "Blue"

## Competitive w/ Reported Interest

- Consideration Set
- Previous Brand
- Non-PM Party Zone Responders

| Decile | NEW (0-12 mos.) | SWITCHED (0-12 mos.) | OTHER RESPONDERS Survey, Sweeps, etc. | ALL REMAINING | TOTAL |
|---|---|---|---|---|---|
| 1 | 2,692 | 3,910 | 89 | [illegible] | 11,272 |
| 2 | 1,150 | 2,240 | 68 | [illegible] | 9,970 |
| 3 | 753 | 1,579 | 25 | [illegible] | 10,022 |
| 4 | 406 | 1,151 | 17 | [illegible] | 9,787 |
| 5 | 227 | 776 | 10 | [illegible] | 7,976 |
| Subtotal | 5,216 | 9,686 | 204 | [illegible] | 49,027 |
| 6 | 148 | 557 | 2 | 6,397 | 7,104 |
| 7 | 82 | 405 | 3 | 6,267 | 6,737 |
| 8 | 22 | 292 | 1 | 6,149 | 6,464 |
| 9 | 4 | 133 | 0 | 5,732 | 5,869 |
| 10 | 0 | 66 | 0 | 4,509 | 4,575 |
| Subtotal | 236 | 1,453 | 6 | 29,054 | 30,749 |
| Total | 5,472 | 11,139 | 210 | 62,955 | 79,776 |

## Other Competitive, Region 1

| Decile | NEW (0-12 mos.) | SWITCHED (0-12 mos.) | OTHER RESPONDERS Survey, Sweeps, etc. | ALL REMAINING | TOTAL |
|---|---|---|---|---|---|
| 1 | 2,657 | 6,349 | 2 | 13,116 | 22,124 |
| 2 | 779 | 4,271 | 0 | 13,943 | 18,993 |
| 3 | 2,739 | 2,251 | 0 | 12,892 | 18,382 |
| 4 | 2,541 | 1,948 | 0 | 13,614 | 18,103 |
| 5 | 481 | 1,291 | 0 | 13,326 | 15,058 |
| Subtotal | 9,197 | 16,570 | 2 | 66,891 | 92,660 |
| 6 | 47 | 748 | 1 | 13,639 | 14,435 |
| 7 | 7 | 362 | 0 | 13,463 | 13,832 |
| 8 | 1 | 157 | 0 | [illegible] | 11,953 |
| 9 | 0 | 106 | 0 | 9,733 | 9,841 |
| 10 | 0 | 16 | 0 | 4,826 | 4,842 |
| Subtotal | 55 | 1,389 | 1 | 53,458 | 54,903 |
| Total | 9,252 | 17,959 | 3 | 120,349 | 147,563 |

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# Coupon Scoring, "Blue", continued

**Other Competitive, Florida**

| Decile | NEW (0-12 mos.) | SWITCHED (0-12 mos.) | OTHER RESPONDERS Survey, Sweeps, etc. | ALL REMAINING | TOTAL |
|---|---|---|---|---|---|
| 1 | 540 | 1,045 | 0 | [illegible] | 2,926 |
| 2 | 296 | 1,005 | 1 | 2,512 | 3,814 |
| 3 | 242 | 955 | 0 | [illegible] | 4,036 |
| 4 | 207 | 764 | 0 | 3,077 | 4,048 |
| 5 | 982 | 595 | 0 | 3,362 | 4,939 |
| Subtotal | 2,267 | 4,364 | 1 | 13,131 | 19,763 |
| 6 | 714 | 478 | 0 | 4,042 | 5,234 |
| 7 | 349 | 397 | 0 | 4,022 | 4,768 |
| 8 | 16 | 284 | 0 | 5,079 | 5,379 |
| 9 | 0 | 121 | 0 | 5,335 | 5,456 |
| 10 | 0 | 75 | 0 | 5,086 | 5,161 |
| Subtotal | 1,079 | 1,355 | 0 | 23,564 | 25,998 |
| **Total** | 3,346 | 5,719 | 1 | 36,695 | 45,761 |

**Competitive, Other Key Trade Areas**

| Decile | NEW (0-12 mos.) | SWITCHED (0-12 mos.) | OTHER RESPONDERS Survey, Sweeps, etc. | ALL REMAINING | TOTAL |
|---|---|---|---|---|---|
| 1 | 1,887 | 5,133 | 0 | 9,284 | 16,304 |
| 2 | 1,922 | 5,380 | 0 | 13,40[illegible] | 20,705 |
| 3 | [illegible]37 | [illegible]083 | 0 | 14,506 | 20,776 |
| 4 | [illegible]75 | 1,978 | 0 | 15,142 | 21,495 |
| 5 | 5,075 | 2,906 | 0 | 15,956 | 24,937 |
| Subtotal | 13,116 | 24,480 | 0 | 66,291 | 104,217 |
| 6 | 4,669 | 3,485 | 0 | 18,299 | 26,453 |
| 7 | 3,134 | 2,694 | 0 | 22,081 | 27,909 |
| 8 | 274 | 1,901 | 0 | 27,444 | 29,619 |
| 9 | 9 | 921 | 0 | 31,308 | 32,238 |
| 10 | 0 | 434 | 0 | 38,248 | 38,682 |
| Subtotal | 8,086 | 9,435 | 0 | 137,380 | 154,901 |
| **Total** | 21,532 | 33,915 | 0 | 203,671 | 259,118 |

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# Summary, Recommended "Green" Audience

| | |
|---|---|
| **Competitive Menthol Previous Responders*** | **23,651** |
| • Non-PM Competitive | 21,542 |
| • PM Responders (0-12 mos. only) | 2,109 |
| **Competitive Smokers with Reported Parliament Interest** | **20,266** |
| • New/Recently Switched | 8,873 |
| • Other "Remaining" | 11,393 |
| **Other Competitive Smokers, Kent, Salem, Newport, Kool** | **77,798** |
| • New/Recently Switched | 27,359 |
| • Other "Remaining" | 50,439 |
| **Total Mailing** | **121,715** |

Note* : These smokers will be included in Defensive mailings in future

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# Competitive Menthol Previous Responder Scoring

## Non-PM Responders

| Decile | RESPONDERS | | | | | | TOTAL |
|---|---|---|---|---|---|---|---|
| | Gift Only | | Gift and Coupon | | Coupon Only | | |
| | 0-12 Months | 13-24 Months | 0-12 Months | 13-24 Months | 0-12 Months | 13-24 Months | |
| 1 | [illegible] | [illegible] | [illegible] | 5 | 6,159 | 71 | 6,579 |
| 2 | [illegible] | [illegible] | [illegible] | 0 | 5,254 | 58 | 5,406 |
| 3 | [illegible] | [illegible] | [illegible] | 1 | 3,929 | 73 | 4,051 |
| 4 | [illegible] | [illegible] | [illegible] | 0 | 2,051 | 50 | 2,120 |
| 5 | [illegible] | [illegible] | [illegible] | 1 | [illegible] | 58 | 1,487 |
| 6 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 46 | 904 |
| 7 | [illegible] | [illegible] | 1 | 0 | 513 | 44 | 558 |
| 8 | [illegible] | [illegible] | 2 | 1 | 268 | 29 | 305 |
| 9 | [illegible] | [illegible] | 1 | 0 | 84 | 21 | 106 |
| 10 | [illegible] | [illegible] | 0 | 0 | 17 | 12 | 30 |
| Total | 180 | 24 | 364 | 9 | 20,533 | 462 | 21,842 |

## PM Responders

| Decile | RESPONDERS | | | | | | TOTAL |
|---|---|---|---|---|---|---|---|
| | Gift Only | | Gift and Coupon | | Coupon Only | | |
| | 0-12 Months | 13-24 Months | 0-12 Months | 13-24 Months | 0-12 Months | 13-24 Months | |
| 1 | [illegible] | 7 | [illegible] | 6 | [illegible] | 58 | 2,110 |
| 2 | [illegible] | 3 | [illegible] | 3 | [illegible] | 29 | 758 |
| 3 | 5 | 2 | [illegible] | 0 | 312 | 33 | 355 |
| 4 | [illegible] | 2 | [illegible] | 1 | [illegible] | 14 | 137 |
| 5 | [illegible] | 1 | [illegible] | 0 | 48 | 16 | 68 |
| 6 | [illegible] | 0 | [illegible] | 1 | 20 | 7 | 28 |
| 7 | [illegible] | 0 | [illegible] | 0 | 15 | 3 | 18 |
| 8 | [illegible] | 0 | [illegible] | 0 | 3 | 3 | 6 |
| 9 | [illegible] | 0 | [illegible] | 0 | 0 | 0 | 0 |
| 10 | [illegible] | 0 | [illegible] | 0 | 1 | 1 | 2 |
| Total | [illegible] | 15 | [illegible] | 11 | 2,921 | 164 | 3,482 |

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdm0004

# Other Competitive Scoring, "Green"

**Competitive, Reported Interest**

- Consideration Set
- Previous Brand
- Non-PM Party Zone Responders (survey)

| Decile | NEW (0-12 mos.) | SWITCHED (0-12 mos.) | OTHER RESPONDERS Survey, Sweeps, etc. | ALL REMAINING | TOTAL |
|---|---|---|---|---|---|
| 1 | 1,767 | 1,228 | [illegible] | [illegible] | 4,359 |
| 2 | 887 | 1,148 | [illegible] | [illegible] | 4,589 |
| 3 | 913 | 923 | [illegible] | [illegible] | 5,071 |
| 4 | 468 | 500 | 622 | [illegible] | 3,309 |
| 5 | 92 | 352 | 429 | [illegible] | 2,338 |
| Subtotal | 4,122 | 4,151 | [illegible] | [illegible] | 19,666 |
| 6 | 53 | 228 | 230 | 1,347 | 1,858 |
| 7 | 19 | 154 | 170 | 1,447 | 1,790 |
| 8 | 5 | 71 | 71 | 1,379 | 1,526 |
| 9 | 0 | 51 | 36 | 1,263 | 1,350 |
| 10 | 0 | 19 | 6 | 1,326 | 1,351 |
| Subtotal | 77 | 523 | 513 | 6,762 | 7,875 |
| Total | [illegible] | [illegible] | 4,743 | 13,925 | 27,541 |

**Other Competitive Menthol Smokers**,
Kent, Salem, Newport, Kool

| Decile | NEW (0-12 mos.) | SWITCHED (0-12 mos.) | OTHER RESPONDERS Survey, Sweeps, etc. | ALL REMAINING | TOTAL |
|---|---|---|---|---|---|
| 1 | 2,200 | 2,748 | 3 | [illegible] | 9,199 |
| 2 | 1,102 | 2,336 | 3 | [illegible] | 12,180 |
| 3 | 658 | 2,625 | 2 | [illegible] | 13,643 |
| 4 | 3,877 | 1,996 | [illegible] | [illegible] | 17,509 |
| 5 | 2,153 | 1,782 | [illegible] | [illegible] | 19,385 |
| Subtotal | 9,990 | 11,487 | [illegible] | [illegible] | 71,916 |
| 6 | 2,263 | 1,366 | 0 | 16,920 | 20,549 |
| 7 | 69 | 1,003 | 1 | 19,925 | 20,998 |
| 8 | 31 | 596 | 0 | 20,939 | 21,566 |
| 9 | 0 | 364 | 0 | 21,546 | 21,910 |
| 10 | 0 | 190 | 0 | 21,753 | 21,943 |
| Subtotal | 2,363 | 3,519 | 1 | 101,083 | 106,966 |
| Total | 12,353 | 15,006 | 10 | 151,513 | 178,882 |

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